This record is a partial extract of the original cable. The full text of the original cable is not available.

UNCLAS MUSCAT 000631

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STATE FOR NEA/ARPI AND EB/CIP (AGIBBS)
STATE PASS USTR FOR JBUNTIN
COMMERCE FOR ITA COBERG

E.O. 12958: N/A
TAGS: ECPS ECON TINT MU
SUBJECT: OMAN LAUNCHES E-GOVERNMENT CAMPAIGN

SUMMARY

¶1. In an effort to further boost e-government efforts, the
Sultanate launched its "eOman" campaign on April 15 through
the unveiling of a new website, logo, and slogan. The
government is raising public awareness of its e-initiatives
in hopes of moving Oman increasingly toward a knowledge-based
economy. End Summary.

"TRANSFORMATION AND EMPOWERMENT"

¶2. On April 15, Econoff attended the official launch of
"eOman," the government's campaign to raise public awareness
of its e-initiatives. Under the new slogan "Transforming
Oman, Empowering You," Maqbul bin Ali Sultan, Minister of
Commerce and Industry, officially unveiled the new eOman
website (www.itec.gov.om), which will serve as the main
portal for information regarding Oman's e-government
programs, as well as other initiatives designed to promote
Oman's transformation to a knowledge-based economy.

¶3. Mohammed Nasser al-Khusaibi, Secretary General of the
Ministry of National Economy and Chairman of the Information
Technology Executive Committee (ITEC), highlighted government
efforts to promote "Digital Oman." He remarked that a pilot
project electronically linking four ministries through one
network would eventually be expanded to include all
ministries. In addition, Khusaibi noted that the government
is evaluating proposals for an "Ubar Portal" to serve as a
government electronic services gateway. Complementing this
initiative, the government is working on developing an
electronic national registry system, smart ID cards for
citizens and residents, and a one-stop-shop for business
registration.

PROMOTING AWARENESS

¶4. Khusaibi commented that efforts are underway both within
and outside the government to promote awareness of these
initiatives. The Ministry of Civil Service, for example,
will begin training employees on IT applications to enable
them to deliver services electronically. Furthermore, the
Ministry of Education will make available school computer
laboratories after hours to conduct training programs for the
public.
GRAPPO